Letters Tell Why "Last-Minute Advertising" Pays Advertiser as Well as Buyer

fresh and receptive; it comes at the be-ginning of the day's activities, and in many cases on the very eve of the shop-ping tour, thus avoiding the necessity of charging the mind with details of yester-

of the advertising in the evening papers, or even read them?"

Others wrote, "Advertisements read in the morning are remembered. They are acted upon, not slept upon." "When tomorrow comes the advertisement (from the evening paper, is half-remembered, that the writers had seen or experienced advantages from paying attention to the Last-Minute Store News" afforded in the evening paper, is half-remembered, the paper probably misiald and when it is found the second thought has possession of the mind." "Never put off till tomorrow what you can do today—why take the time, in the rush around dinner, and then the rush to re-dress for company or 'an evening out', to read what is advertised for tomorrow?" "It is a great convenience for me to do my shopping in the morning or afternoon after I read the ads, instead of putting it off till next day because of waiting papers." "The morning pers as are the women. Though, of course, the large majority of letters came from women, a very large number of them were base, upon experiences.

the advantage in advertising as in argu-ment. Many mentioned the fact that competition being keen, merchants were afforded an opportunity in the morning advertising in Washington as a great offerings of competitors announced of the necessity

ning papers can undersell the mer-nouncements. chants who advertise in the previous evening papers." is the way one contestant expressed this idea. "The morning newspaper reader has a scoop over the shopper who relies upon the evening newspaper." "The last-minute shopping news is the strongest argument for if their ping newspaper." "The merchants with this enlarged number of prize always make their last appeal the sirongest." "I find it a great convenience to take a last look at the morning paper.

The contest was a decided success from every standpoint, and so many possible chance, therefore, has one, under those circumstances, to take advantage of the advertising in the evening papers of sit each. Even My Herald is delivered at my home at simple time to read the sirongest." "I find it a great convenience to take a last look at the morning paper.

your selection

just before startist on my shopping trip.
I know then just what are the freshest, newest offerings and just where to get them." These were a few more reasons.

MODMENC ARE PENELTT Statistics Compiled.

ping tour, thus avoiding the necessity of charging the mind with details of yesterday's advertising."

Morning Renders Rendy.

Another advantage that was presented in a majority of the letters was that morning paper advertising comes at a time when it could be acted upon, whereas evening paper advertising lost much of its value to the purchaser as it necessitated keeping the paper overnight.

As one contestant expressed it, "It is not an unusual occurrence for my wife to remind me that I am late for dinner, and that I must hurry through my evening meal and dress, for John and Mary said they were coming early, or, that we were included in a theater party to-night, and must be there on time. What possible chance, therefore, has one, under those circumstances, to take advantage of the advertising in the evening papers, or even read them?"

Statistics Compiled.

Many commented on the fact that in these busy days, the evenings were reserved for social relaxation, and that the movies theaters, card parties, calling. dances, autoing, etc. demanded the time of the family from supper-time to bed-time and it was seldom that evening advertising got the consideration necessary for results. Several of the co

of the advertising in the evening papers, were clever, some in poetry, some in dia-

Another advantage frequently men-tioned was that "the last word" held the advantage in agreement that had happened to them or their

papers that were more attractive than boon to the shopper who was relieved mind over night with trying to re-"The merchant who advertises in the member the details of the stores' an-

The contest was a decided success

SUBURBANITE PROFITS BY LAST-MINUTE "ADS."

ocket. I am too busy waiting on the

MORNING ADS BENEFIT SHOPPER AND MERCHANT

By Mrs. ABTRUR LENOX.

The advantages to the shopper from this form of advertising are, in my opinion, numerous, decided and immediate, for the following reasons: 1. The shopper has time to read the

and physically fresh.

3. He gets a first impression that is clear and lasting.

4. There is no confusion of ideas due to the ads of rival concerns about same

article.

5. Being a first idea without modifica-tion from any source, it has a com-peiling force that leads to buying.

6. It eliminates worry, because the shopper has now a clear idea of what he wants and enjoys that satisfied feel-ing of having definitely settled that par-ticular piece of business.

7. It is the most effective form of ad-vertising because it puts a single idea in the mind of the shopper, gets him in the humor for buying and clears the way

a bargain, because, being a last minute ad, it is more than likely the merchant wants to move a particular stock or line of goods, and is willing to make a sacrifice to do so. It is the one form of advertising that works immediately to the mutual advantage of merchant and

HAS NO TIME TO READ **NEWSPAPERS IN EVENING**

By ALBERT W. AYRE.

is not an unusual occurrence for wife to remind me that I am late for din ner, and that I must hurry through my evening meal and dress, for John and Mary said they were coming early, or, that we are included in a theater party

tally the news, before going shopping.

Even though an attractive ad appeared in the papers of the evening before, the last-minute advertising" in the Morn-

ing Herald probably offers certain styles or certain makes of an article that she would rather have, and which, under the irrumstances mentioned, would not have been seen by her in the last even-

ing's papers.

If the general public looks at "lastminute advertising," such as appears in
The Herald, as I do, they consider it a
favor, rather than a form of business, to
have it brought to their attention so
short a while before the article is to be
purchased.

By Mrs. G. K. STUART.

am a suburbanite, and will tell you

Here Are the Prize-Winning Letters In the Washington Herald's Contest

First Prize Letter

By J. A. BRAENDLE. There is a wide awake spirit about the morning newspaper advertisements that few forms of mercantile publicity can equal.

Being neither a "retrospection" norea "forecast," it focuses the lens of trade to the needs of the

It does not compel one to look backward to yesterday nor forward to tomorrow. It speaks solely of today. It is the "nowist" of business. By it the merchants take you unreservedly into their confidence; they tell you what they have,

and the price of it "right now." This makes you feel as if you had a firmer grip on "time."

Advertising in a morning newspaper is the speediest way for the merchant and the public to "get

There is an "up and doing" atmosphere about it that is stimulating to both buyer and seller. The "market place of the world," no matter how large or small that world may be, offers an ever changing aspect to the beholder.

The latest viewpoint presents the strongest argument to the shopper. How often it is heard: "I did not get a chance to look at the advertisements last evening, be-

cause we had company." (Or, "we went to the theater, the 'movies,' etc.")

In the morning it is different. There is more freedom during the early forenoon to attend to one's own affairs; the mental vision is clearer and fresher. Then it is that "last minute" advertising speaks so convincingly. Our daily needs: These are the things for which the majority are striving.

When a morning newspaper tells people where these needs can be supplied to the best advantage, the shopping public is quick to realize that "last minute" advertising presents tomorrow's opportunities

Second Prize Letter

The advantages of the morning over the evening paper as a medium for giving advertising news

shoppers are, briefly, as follows: (1.) It contains the very last word as to the offerings of the merchants, because they do not have to make up their copy early the preceding day in order to get it in the paper. (2.) It obviates the necessity of having to bur-

fien the mind from the evening before with where you can purchase most advantageously. fresh and clear and you are able to grasp all the

details of the advertising news. (4.) It combines the intest general news with the latest shopping news, thus eliminating the necensity of having to bother with two papers in the morning, when you may be rushed for time-one to get the latest news events and the other (from

the evening before) to refresh your mind as to

(5.) It is of distinct advantage to the business man or woman, because with the morning news omes the latest shopping news, thus acquainting that day, of which they can take advantage before the day is over.

(6.) Another advantage very much akin to the foregoing is the fact that the office man or woman in the morning paper gets the very latest shopping news, which can be perused as they ride to office, thus giving them an opportunity to do some shopping before the duties of the day begin, or immediately after they are over.

Third Prize Letter

woman who stays at home there comes a luil in the day's occupation after breakfast. The men having gone to work and the children to school, it is then she finds time to read The Washington Herald. Being a woman, she naturally turns to the advertisements. She sees some advertised article she has wanted for some time. She has no time to sleep on the decision, as she would If it were an evening paper; no time to hear her husband's objection; but on the impulse of the moment, with money looking larger and troubles smaller in these early hours, hat goes on and down town she goes and does her shopping before she has time to change her mind.

To the woman who works all day, with some place to go in the evening, there is no time for any paper but The Washington Hernid, which fits in on her way to office. She, too, being a woman, reads the advertisements. After work, being already down town, she stops in the stores and buys from the list of morning advertisements. I have noticed that about three out of every

five people on the street car in the morning are reading The Washington Herald. As about ninetenths of the shopping is done by women, and as the morning paper, especially YOUR PAPER, appeals to all women, the merchant must be blind indeed who falls to see the proper place to insert

MORNING "AD" MAKES EARLY START POSSIBLE

By THOMAS A. BURNS.

From personal observations I long ago decided that advertising in a morning newspaper had many advantages over evening newspaper advertising. The average man or woman has a way of glancing hurriedly over the advertisements in an evening paper, and here and there making mental notes of prices, and articles that strike the fancy, but in these progressive times the desire to so somewhere at night is strong in the hearts of almost every one, and in the rush to dress and get down-town, or up-town, as the case may be, the evening advertisements are soon forgotten. And this is where the morning news-paper gets in its real work. When morning arrives, the morning paper, with its full columns of advertising matter, comes as a silent but sure reminder of the articles needed in the home and forgotten the night before. And then again, the average person likes to go appeal as that same advertisement read shopping immediately after reading a with the clearer insight of morning. It bargain advertisement, and early morning advertising not only makes it poscilearer, the business instinct more alert an early start, and with plenty of time close. And that, Mr. Business Man, is to spare in which to do their shopping; the whole matter in a nutshell. Place by bet best of all they start out with their your ad in a paper that reaches the minds refreshed after a good nights public before that same public is too minds refreshed after a good nights' rest, and with nothing to distract them. and the places they will patronize.

OPPORTUNITY BECKONS IN LAST-MINUTE NEWS

last nights newspaper interest us no prospective purchased is, in nine cases more than the contents of last year's out of ten the man who wins. Don't bird's-nest. But there beside our coffec cun damp from the press, lies the morning paper. Therein, side by side to-the-minute" newspaper, makes the with the news of the great throbbing sale. world, hot from the wires that girdle ten globe and reach out their inquisitive tentacles to every civilized part of the two hemispheres, are the tersely told, and no less interesting messages of the advertisers. Yesterday is but a faded dream, but today keen results of the control o the globe and reach out their inquisitis dream, but to-day keen reality confronts eam, but to-day keen reality controlled, and here, from the thriving marks trade and commerce, from the great ve of industry whose vibrant hum even the "last minute" advertising in the "last minute" advertising in the

the latest renting lists. Do we wish to purchase provisions? clothing? a piano? a yacht? a ton of coal?—no matter what—here are the latest quotations, and the most recent announcements of special opportunities along the line of our particular quest.

Clearly then, for those who have no time to waste (and who in these stirring times does not fall within that category?) the advertising columns of the morning newspaper yield the richest and most

newspaper yield the richest and most satisfying results.

GETS THE LAST WORD

By HELEN W. HASTIA.

The advantages of "last minute" ad vertising are so plainly obvious that it seems almost superfluous to enumer-

tired, mentally and physically, to care whether you can produce the goods of not. Make your appeal at the time when theaters, concerts, dances and movies do not take precedence over all else. A very slight thing is sufficient to dis-tract the attention of a possible pur-

Because of that the merchant who By ARTHUR W. BEER.

These are up-to-the-minute times.
When, alert and clear-eyed, we appear at the breakfast table, the contents of whose ad is freshest in the mind of the last nights newspaper interest up no prospective purchased is, in nine cases

IS BLESSING TO CITY

hive of industry whose vibrant hum even now reaches our ears, the golden opportunities of to-day becken myitingly to us.

Do we seek a business investment? Here spread before us are enticing offers, the acceptance of which may apell for us future prosperity. Is it a position we need? We feel that in responding to the advertisement confronting us we have an equal chance with the other fellow. Do we want to rent a room, or a house? We know that here are

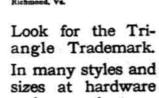
Use Your Whole House this Winter

DON'T let cold weather lock you up in one room. A Perfection Smokeless Oil Heater will bring glowing warmth and cheer to every room of the house. With the Perfection Heater near, you can dress in comfort, clean in comfort, set the table in comfort, and live in comfort generally.

The Perfection gives 10 hours of glowing warmth on one gallon of oil. Clean-quick-convenient.

Use Aladdin Security Oil or Diamond White Oil to obtain best results in Oil Stoves, Lamps and Heaters.

STANDARD OIL COMPANY (New Jersey) BALTIMORE







SMOKELESS OIL HEATERS

the advantages I derive from the morning paper. The Herald-especially. When peep at the paper. After dinner while and choose to the greatest advantage to most likely to carry "bargain offers, husband comes in to six o'clock dinner he hubby reads his paper I am busy wash-herself; in the morning, when the body which will not disappoint, has an evening paper tucked in his ing dishes and helping with the lessons is rested, and the brain clear and alert. Moral: Read the ads in the morning peep at the paper. After dinner wine and choose to the greatest advantage to most likely to hubby reads his paper I am busy wash-herself: in the morning, when the body which will not ing dishes and helping with the lessons is rested, and the brain clear and alert. Moral: Read for next day. After all have retired, I der choice made, she can buy immediate-look at the mending basket and then at ly, and have the purchase delivered the same day. Foodstuff, wearing-appartic, incidentals, luxuries, perhaps needed immediately, can be obtained, and in neclarity to which will not fine the page. Herald and save money.

And next morning a hasty search for something to start the fire in the range, essary cases can be exchanged before reveals the paper on the chair, so convenient, so into the stove it goes. Hubby must have breakfast at six or miss his car. Then the little folk come for their reading an "ad" in the evening paper. car. Then the little folk come for their breakfast, and the rush commences to get to school on time. We live one and a half miles from the school. Well, in the course of time, lunch baskets are packed, hair ribbons ted, little faces washed, and with a rush they are off for school. Then I decide that I must so shopping. In the morning she can read for school, Then I decide that I must so shopping. After a hasty toilet I runs for the cars just in time to see them vanishing citywards.

Just then the newsboy appears, and I buy a Herald. I have thirty minutes to read before the next car is due. Then twenty minutes more before we reach the city. In that time I have found out the best places to shop, even to the prices of the articles, and can return home before the next car is due. Then twenty minutes more before we reach the city. In that time I have found out the best places to shop, even to the prices of the articles, and can return home bett places to shop, even to the prices ton Herald.

In the morning, as often happens when reading an "ad" in the evening paper.

An intelligent, clear-minded person makes the best customer, and people are at their best in the morning, and during the day. Woman does most of the shoppers enjoy through availing them-shoppers enjoy through availing them-shop

LAST-MINUTE APPEAL

morning papers more extensively. With the advent of the "movies" and the moderate price theater the advantage of the morning paper over its evening ompetitor is so overwhelming and so byjous, even to the most casual observer, that it is apparent lack of fore-sight on the part of the "wide-awake" (7) business man to neglect to gather the harvest of golden dollars from the vast field spread before him by the

morning paper.

The morning paper with the "last-minute" shopping news is the last-minute appeal to the buying public; it minute appeal to the buying public; it is the last word the merchant has to say; his last bid for his portion of the day's business. His announcement reaches the home when one's mind is fresh and clear and in the most receptive mood, and at a time when one is better able to thoroughly digest the bargains offered for the day. In fact it is a message that reaches the home when the "man-of-the-house." with the when the "man-of-the-house," with the now" reigns supreme.

MORNING "AD" IS THE MERCHANT'S SALESMAN

A shoping "ad" in a morning news-paer, is the merchant's salesman, and every reader is a possible customer. The

NEVER CAUSED RHEUMATISM

our condition-write today for my FREE BOOK a "RHEUMATISM-Its Came and Cure." Thous-

AST-MINUTE APPEAL
TO THE BUYING PUBLIC

TO THE BUYING PUBLIC

The model and perhaps a permanent customer acquired. The medium used to advertise in, is

when a morning newspaper has in-creased its advertising space by over thirty-thousand lines, in its daily and seventy-two thousand lines in its Sun-day editions during a period of six month, as The Herald has done, that fact gives a mighty good reason why both the public should read, and the merchant should advertise in it. should advertise in it.

MORNING NEWSPAPER THE "ONE BEST BET"

morring and the time for reading more propitious, is self-evident. But, the two greatest reasons are these: First, the when the "man-of-the-house," with the worries of the day before, behind him, in the morning paper, because the stream of the with his purse. It reaches us when our energy is at its greatest and when the spirit to "Do following day and then frequently makes". By M. E. SMOOT.

"Business first and pleasure after." This is the motto of the usual business that the motton of the usual business man or woman—those who make the majority of shoppers. The

By JACK V. FIELDMAN.
shoping "ad" in a morning newspaper of less, on impulse. In the evening paper we often read a bargain offer and are impelled in the more serious concerns of life and are possible. After this, there is a general inclination to turn the key out exception, act, more or less, on impulse. In the evening paper we often read a bargain offer and are impelled with a keen desire to buy; we can't; the store is closed. Next morning the paper is perhaps misplaced or unintentionally destroyed, or perhaps, for a number of seemingly good reasons, the desire to purchase has worn of. Result." We rob ourselves of the opportunity to get something good that we really need and seek that recreation so necessary destroyed, or perhaps, for a number of seemingly good reasons, the desire to purchase has worn of. Result." We rob ourselves of the opportunity to get something good that we really need and might just as well own at a saving in price. Both lose; the advertiser and the prospective buyer.

Therefore, "the morning newspaper is best and The Herald, the best morning newspaper;" beat for advertisers, because, being itself a bargain at a penny—a paper just as good for less"—it turnishes a better class of buying prospects; best, for shoppers, because, being an autrality enter into the construction of the fabric.

SEE A. CASE, Dept. 20, Brocktop, Mea.

LAST-MINUTE SHOP NEWS APPEALS TO FRESH MIND By ALFRED T' MARKS.

It seems to me that the advantages

to have time, inclination and opportunity to read and digest and decide which is not the case when the appeal is made in the evening paper. The shopper is bet-ter able to appraise the bargain at its real worth in the morning. When it is pre-sented at the close of the day it gets scant attention for the reason that the By BELLE E. NELSON.

It has been a source of considerable comment, and much wonder to me, why the "up-to-date" merchant has not used the advertising columns of the used the advertising columns of the will be advertise in, is of great importance, both to the merchant and the purchaser. If the purchaser is satisfied, she will buy again and the merchant will continue to use the same nedium, because he finds it profitable.

The medium used to advertise in, is of great importance, both to the merchant the last lap of the day's activities with a "hurry up" to get home to dinner (if engaged in business), or in the preparation of the vening paper as chance and the purchaser is satisfied, she will buy again and the purchaser is satisfied, she will buy again and the merchant will continue to use the same nedium, because he finds it again again and the purchaser. If the purchaser is satisfied, she will buy again and the purchaser is satisfied, she will buy again and the purchaser is satisfied, she will buy again and the purchaser is satisfied, she will buy again and the merchant will continue to use the same nedium, because he finds it again again and the purchaser. If the purchaser is satisfied, she will buy again and the merchant will continue to use the same nedium, because he finds it again again and the purchaser. If the purchaser is satisfied, she will buy again and the merchant will continue to use the same and the purchaser. If the purchaser is satisfied, she will buy again and the merchant will continue to use the last lap of the day's activities with a "hurry up" to get home to dinner (if engaged in business), or in the propagation of the vening paper as chance of the continue to use the last lap of the day's activities with a "hurry up" to get home to dinner (if engaged in business), or in the propagation of the continue to use the last lap of the day's activities with a "hurry up" to get home to dinner (if engaged in business), or in the propagation of the continue to use the last lap of the day's activities w average shopper, man or woman, enters the last lap of the day's activities with a "hurry up" to get home to dinner (if en-gaged in business), or in the preparation inover
up the chief news Teatures-really no
time to read advertising, you know, because there's the evening engagement;
theater, entertaining or being entertained—and now it's after 7 o'clock. And
there you are.

In the morning the shopper-business man, business woman, housewife, every person-is interested in reading not only the news of the preceding day and night (more than half the "big" happenings occur after sunset), but has no evening "program" and more or less mental and physical weariness to take the

That the morning newspaper is the "one best bet" for a stute "bargain-seekers" is fast becoming a recognized fact. That the mind is more receptive in the STORE NEWS AT NICE. STORE NEWS AT NIGHT

By M. E. SMOOT.

read what his competitor offers for the following day and then frequently makes his offer for the same day a little bigger. Sometimes he throws in a few extras: then again, he quotes a lower price. Result: The morning newspaper-reader gains; all others lose.

up the majority of shoppers. The average individual spends the hours from 7 to 5 attending to the business affairs of life. One of the important items of business is to supply one's daily needs in the most economical manner possible. After this, there is a sense inclination to turn the key

Ridgways Tea

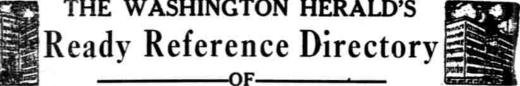
"SAFE-TEA FIRST" and Always

San Francisco confirms

Highest Honor for India-Ceylon Teas

Awarded Gold Medal

San Francisco, 1915



Washington's Most Attractive Apartment Houses

